

MAIN TITLE OPTION #1 (red all caps helvetica condensed bold 30pt)

MAIN TITLE OPTION #2 (red all caps helvetica condensed bold 24pt)

MAIN TITLE OPTION #3 (red all caps helvetica condensed bold 20pt)

SUBHEAD OPTION #1 (grey all caps helvetica condensed bold 14pt)

SUBHEAD OPTION #2 (grey all caps helvetica condensed bold 12pt)

Body Text (Helvetica Light 11pt) Um dolorporem que non nimus posapid ucipis ut vendit erum dollandit volorer ibuscusapel experrum num sumqui quias et ut pori berupta vollentur aut et eniment, officipsum ex et, sumqui utest eveliciam volupta nus volut acientus rem. Harumqui nim ratem exernamet eum etusda andus et dellaut ipsapiciam venemquis moluptatus doleste poria sinimaximus.

Body Text BOLD (Helvetica Bold 11 pt)
Um dolorporem que non nimus posapid ucipis ut vendit erum dollandit volorer ibuscusapel experrum num sumqui quias et ut pori berupta vollentur aut et eniment, officipsum ex et, sumqui utest eveliciam volupta nus volut acientus rem. Harumqui nim ratem exernamet eum etusda andus et dellaut ipsapiciam venemquis moluptatus doleste poria sinimaximus

Bulleted Lists (Helvetica 11 pt., .5 indented)

- etc.
- etc.
- etc.
- etc.
- etc.
- etc.
- etc.
- etc.



Captions should always be 9pt Helvetica Light Oblique... Also, pictures should have a margin of .125 inches all around...

Anytime a new 1 pager is created or changes have been made, update this field with the date and your initials (zeros aren't necessary e.g. "5.8.14/JG") Helvetica Regular Grey 8pt.

Alternate Yellow Bulleted Lists (Helvetica 11 pt., .5 indented)

- etc.
- etc.
- etc.
- etc.
- etc.
- etc.
- etc.
- etc.

“ Quotes should be in red Helvetica Condensed Bold, left justified and 18 pt. In addition to the body of text, the quote marks should be yellow Helvetica Condensed bold, 50 pt. and frame the quote. ”

—Name of person quoted should be 11pt Helvetica Condensed Bold.

(quotes can also be ensconced in dotted lines if there is a need to set it apart, but it is preferred without)

Quotes can be either placed to the left or right of the text body, as long as it fits visually within the text.

* Footnotes are to be 9 pt. Helvetica Regular in gray.

(some other notable rules:

- **left and right margins should always be .875”, and the bottom should rarely extend beyond 1.125”**
- **all of these elements are available in this InDesign one-pager template, and Joe G. would be more than happy to show you how to use it to ensure we keep a standard look to our campaign materials.**